



# **NURSE TALKS**

## **EMPOWERMENT SERIES**

# **Facilitator Orientation**

September 5, 2018



Thank you for signing up to be a facilitator for Nurse Talks Empowerment Series. The TNA staff is excited about this opportunity to connect with nurses across the state in a way that is convenient and meaningful to them.

# Agenda

- Nurse Talks Overview
- TNA's Role
- Facilitator's Role
- After the Event



## A little bit of background on Texas Nurses Association:

**MISSION:** *Empowering Texas Nurses to advance the profession*

**VISION:** *Nurses transforming health*

TNA has a 5-year strategic plan and one of our strategic objectives is to position TNA as a vibrant and growing membership organization that provides superior value to its members. Specifically our goal is to grow to 16,000 members by 2020.

Membership growth has 2 key components, encouraging nurses to join and retaining the members we have by ensuring nurses see the value of renewing their membership.

To do that TNA has to focus on what's relevant to nurses. The only way we know that is through ongoing dialogue. That was the inspiration for developing Nurse Talks.

## Nurse Talks Vision

- Presentation about important topics
- Local sites across the state
- Conversation following webinar
- Gather feedback on important issues
- Seven sessions in 2019-2020



The vision for NurseTalks is to have gatherings of nurses all across the state, who listen to a presentation on a topic and then discuss the issue and finally gather feedback for TNA.

TNA is the voice for nurses, but we can't do that without knowing what nurses are thinking.

We want to continue the conversation after the event, and we will do that through a dedicated group on the TNA Group platform, Social Link.

Based on survey feedback, we have selected seven topics for the 2019-2020 Nurse Talks series.

## TNA's Role

- Planning topic and discussion questions with speaker
- Provide tools for promoting your event
- Host webinar event
- Post-event evaluation survey
- Provide tools for facilitating your event
  - Sign-in template
  - Questions and talking points
- Create Social Link group
  - Share additional resources
  - Start the conversation with posts and respond to comments
- Incorporate feedback into our work



TNA will do the background work with the speakers and focus on the promotion.

For the Public sites: We will list all sites and facilitators online with location information and promote through our Social Media channels.

Promotion tools: We will provide a web graphic, a banner for use on websites or emails, and a fillable pdf poster where you can enter the information for your location.

Onsite materials will be provided to the facilitators signed up for that event one week prior – includes sign-in sheet, discussion questions and QR code for attendees to receive CNE.

A Nurse Talks Social Link Group will be created on the TNA website for attendees to access additional materials and to continue the discussion with the other nurses from across the state who attended an event in their local area. However, Social Link is only open to TNA members.

## Facilitator's Role

- Provide venue
  - Host at least 20 attendees
  - Reliable internet
  - Projection capabilities with sound
- Promote event to colleagues, peers
- Involve others, such as asking for a volunteer to jot down the feedback.
- Facilitate post-event conversation using discussion guide
- Encourage participants to continue the conversation in the Nurse Talks Social Link Group
- Send attendee information and feedback within 2 days



The facilitator has four main responsibilities:

1. Identify and secure the venue – If your office doesn't have a meeting room available, consider hosting at a public library or a restaurant with a private room. Equipment can often be rented from libraries.
2. Promote the event and print materials – Start promoting as soon as you can to get the word out. Ask other nurses to help you spread the word through email, social media, or word of mouth
3. Facilitate discussion – With a large group, it can help to break into smaller groups for discussion. To keep people on topic, think about limiting the time for each question. If you have a robust discussion and don't get to all the discussion questions it's OK, just send us the feedback on what you discussed.
4. Send information to TNA – We'll send you a survey to fill out after the event finishes. Please fill it out within two days. Make sure to include the number of attendees.

Remember to use your network – nurses love to help. You can ask a colleague to welcome the participants and network, especially with future TNA members. Another person can take a photo of your group to share with TNA. Someone else can participate in the Twitter chat online.

## After the Event - TNA

- Post information and resources on Social Link
- Review feedback from each site
- Evaluate success
- Adjust as necessary
- Contact [tna@texasnurses.org](mailto:tna@texasnurses.org) for support



Member feedback and SocialLink input will be monitored by staff to ensure that the information is used to inform the work of the association. The information may be passed on to the Board of Directors, Policy Council, a Committee or a Task Force.